

THE LINGNAN INSTITUTE OF BUSINESS ADMINISTRATION  
THE CHINESE UNIVERSITY OF HONG KONG

A CRITICAL STUDY OF HONG KONG CIGARETTE CONSUMERS'  
ATTITUDINAL RESPONSES TO ALTERNATIVE  
PROMOTION TECHNIQUES

by

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A THESIS SUBMITTED IN PARTIAL FULFILMENT  
OF THE REQUIREMENTS FOR THE DEGREE OF  
MASTER OF BUSINESS ADMINISTRATION (M.B.A.)

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May 1976

thesis  
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C42H63

**921717**



## ABSTRACT

Sales promotion techniques have been common tools in marketing low-price consumer products. They are more evident in the cigarette business. However, how these techniques effect in the achievement of objectives pursued by the cigarette companies remains mysterious even to the marketing managers.

As customer-orientation is the spirit of marketing, it is desirable to collect consumers' attitudinal responses to these sales promotion techniques. In addition, the feedback from the consumers can help marketers in determining better means of communication between the buyers and sellers. It is for this principle that an exploratory research study was undertaken.

It was observed in this preliminary study that sales promotion techniques were important to some market segments. However, it is highly recommended that marketers should guard closely the market trends and administer strategies accordingly.

## FOREWORD

The completion of the thesis depends upon the assistance of many people. The writer is very much indebted to Dr. C. F. Steilen, the supervisor. His encouragement and constructive criticisms have helped me go through many stages of frustration.

Many thanks are also due to Professor H. Sutu, for his periodic review of the progress of the thesis.

The writer is indebted to Mrs. Alice Leung, for her patience in going through all the editorial mistakes.

Finally, the writer is particularly grateful to those who would like to be anonymous and whose support is essential for the thesis completion.

Chan Wai Tak

Hong Kong  
May 1976



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## 1.0 INTRODUCTION

Smoking means different things to different smokers. It could be fun, a thrill or relief.

How can a marketing man bring these consumer benefits to his clients? What is the best alternative way that cigarette companies can maximise their profits as well as satisfy the consumers' needs? In addition to meeting this very objective of service, a marketer should also be concerned with his company's other objectives of survival, growth, expansion of market share, and the like.

In the past, tobacco smoking was a habit of the southern Chinese race. The weather in the southern provinces of China was favorable for the growing of tobacco. People used to smoke pipes or smoke dry tobacco leaves rolled in pieces of paper. For the people in Hong Kong, smoking has been a form of entertainment.

The years after the Second World War marked another era of smoking patterns. Prior to this period smoking "factory-made" cigars and cigarettes was not common, though there were some small cigarette factories. Today, smoking pipes or self-rolled sticks continues to be preferred by the elderly. Other people, however, have begun to smoke the ready-made cigarettes.

Cigarettes are not only imported from foreign countries such as the United Kingdom, the United States, but are also manufactured locally. Mass production, at a cheaper cost and faster rate, gives

rise to a larger supply at a lower price. The primary cigarette users range from fifteen to seventy years of age. As with the trend in other parts of the world, cigarette consumption has overtaken its competitors, cigars and other tobacco products. Today, the cigarette business holds the greatest share of market within the tobacco industry.<sup>1</sup>

### 1.1 The Prevailing Cigarette Business in Hong Kong

Cigarette consumption is very great in Hong Kong and Trade statistics indicate that cigarette consumption is increasing year after year.<sup>2</sup>

Compared with other countries, Hong Kong can be regarded as a large and growing user-state.<sup>3</sup>

#### Product

The major classification for cigarette products include: (1) Blended, (2) Virginia, (3) Locally processed and (4) Imported from China. Some years ago, filters and methol cigarettes were introduced. Today, they occupy significant shares of the market.

The product can also be classified in terms of the consumer language, for example, strong, mild and strong aroma. To price-

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<sup>1</sup> A Private Circulation from Department of Commerce and Industry, Hong Kong Government Press.

<sup>2</sup> Ibid.

<sup>3</sup> Chen Lo-chien, "Product Research And Development with Application to Cigarettes in Hong Kong (Hong Kong) Thesis, Master of Commerce, 1968, pp. 9-10.



TABLE 1

## DUTIES-PAID QUANTITIES OF TOBACCO (IN '000 OF POUNDS)

		1966-67	1967-68	1968-69	1969-70	1970-71	1971-72	1972-73	1973-74	1974-75	
A	CO	4,451	4,738	2,875	1,464	664	674	560	453	348	
	NCO	6,256	7,932	8,475	10,309	12,015	10,922	10,241	7,780	8,788	
B	CO	680	200*	--	--	--	--	--	--	--	
	NCO	87	17	--	--	--	--	--	--	--	
C	CO	1.5	1.7	1.4	2.9	3.5	4.5	5.9	5.7	5.4	
	NCO	56	58	66	79	84	79	77	71	64	
D	CO	1,394	1,315	1,346	1,558	1,560	1,361	1,306	1,231	1,183	W
	NCO	4,053	4,120	4,598	4,679	5,641	6,505	7,621	7,954	8,346	
E	CO	29	30	24	28	28	53	30	24	32	
	NCO	36	39	35	39	41	46	56	59	71	

CO = Commonwealth  
Origin

NCO = Non-commonwealth  
Origin

A = For 1966/76 and 1968/69 Unstripped Tobacco (heaf) and for  
1968-69 onwards, = Raw Tobacco

B = Stripped Tobacco (heaf)

C = Cigars

D = Cigarettes

E = Smoking Tobacco

Source: Department of Commerce and Industry.

conscious customers, it can be classified as high-price and low-price.

Product differentiation of the product is an indicator of the importance of marketing and is evident in the cigarette business. The alternations in packages, sizes as well as lengths of cigarette are very common. All these suggest that the product has gone through the life-cycle from growth to maturity. In addition, market segmentation is a very real concept applied by the competing companies. For example, it is believed that some cigarettes appeal to the executive class of people, and other appeal to the "swinger" group.

#### Place

There is a well-established distribution network in Hong Kong. The fact that cigarette packs are available on every street suggests that, perhaps, the market is "over-distributed". Retailing agents include grocery stores, drug stores, trailers, and more recently supermarkets and department stores. Inventory of stock is updated two or three times a week. As long as "convenience" continues to be the watchword of the industry, customers will continue to buy their brand at any of the various retail outlets.

#### Price

Prices range from \$1.20 to \$1.90 for a twenty-stick pack. In the language used the cigarette agents and the cigarette users, \$1.20 and \$1.40 are considered to be low price, while those of \$1.90 are considered to be high-price products.

Six or seven years ago, the standards for low price and high price were 70 cents and \$1.30. However, as Government imposed



increasing duty charges<sup>4</sup> on tobacco products, the cigarette industry was forced to raise prices in order to retain the marginal return. Nevertheless, the price of a pack of cigarettes is comparatively cheap in the free trade port of Hong Kong.

Discounts for package sales are rare. In recent months, however, discounts of some fifty cents were offered for carton purchases in supermarkets. The range of price is to a great extent, fixed by companies. There seems to exist an unwritten agreement between companies that they will avoid a price war.

### Promotion

Promotion is an essential tool in marketing consumer products. An enormous amount of money is spent on promotional activities yearly. To a marketer, promotion is a tool in inducing users to make purchases and repurchases. One can estimate the expenditure by multiplying the number of television commercials by \$3,000, the media cost per thirty-seconds.

In addition to television commercials, promotion techniques include posters, sign boards (in retailing shops and on the walls), sponsorships of soccer matches, of lottery tickets, and transit advertising. Sales promotion, in the form of contest, lucky draw, onpack offers, giveaway items are also very common.

As there are so many varied promotional techniques, the effectiveness of any one of these methods remains a mystery to even cigarette companies.

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<sup>4</sup> The 1974-75 and the 1975-76 Budget Speech by the Financial Secretary, moving the Second Reading of the Appropriation Bill, No. 130-1, 113, Hong Kong Government Press.

### Market share

It is estimated that the high-price brands dominate the major share in the market. Eighty percent of the total consumption goes to the high-price brands. Leading brands hold seventy percent of the market.

It is acknowledged by marketing people that the cigarette is a quality product. People purchase them because of satisfaction, sociability . . . It is an expressive product rather than a utility product.<sup>5</sup> For this reason, the image that the brand reflects is very important. As Sidney J. Levy put it "cigarette consumers are usually more 'symbol-prone' in their choice of brands and purchase it to satisfy psychological needs."<sup>6</sup>

### Government intervention

As doctors point out, smoking is harmful to one's health. The Federal Government of the United States even banned television and radio commercials for cigarettes. The sentence "The Surgeon General has determined that Cigarette Smoking is Harmful to Your Health." is to be published on all printed advertising.

In Hong Kong, the Government will likely apply controls in the near future. Recently, an ordinance prohibiting television advertising from 4.30 to 6.30 p.m. was passed in the Legislative

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<sup>5</sup> Irving S. White, "New Product Differentiation: Physical and Symbolic Dimensions," in Fundamentals of Marketing: Additional Dimensions (\_\_\_\_), pp. 217-225.

<sup>6</sup> Sidney J. Levy, trans. by Thomas S. Robertson, "Consumer Behaviors" (Scott, Foresman And Co., 1970) p. 18.



Council.<sup>7</sup> Although the influence of this ordinance does not affect the cigarette marketers, this is a threat to them for the next step of intervention might appear sooner or later.

Therefore, it is advisable for cigarette marketers to take note of this environmental change. Alternate actions or alternative channels of communication should be considered before any significant Government interruption is experienced.

### 1.2 Cigarette Consumers in Hong Kong

Cigarette consumption has been increasing ever since World War II. Traditionally, the male population was eligible to smoke. Females seldom took up the habit of smoking. However, as influenced by the western culture, smoking is not confined to the working class. The differentiation in product features seems to indicate that there might be grounds for appealing to different segments of the market. Indeed, as some suggest, certain brands of cigarettes appeal to executives, some to swingers, some to sociable people . . .

#### Types of users

User types can be classified as heavy, medium, and light. Those who smoke twenty sticks a day are considered to be heavy users; those who smoke seven or less are light smokers.

Users can also be classified in terms of age group, occupations or professions, and other demographic factors. Recently,

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<sup>7</sup> Television Ordinance (Chapter 52) Admendment to the Television Authority's Code of Practice No. 2, -- Advertising Standards, Subsections (c) (iii), Hong Kong Gazette No. 3/1976.

there have been classifications by "psychographic factors", that is, in terms of customers' needs or desires. Shirley Young pointed out that personality data could amplify our understanding of market segments. She found out that customers having high needs of autonomy, dependence, and abasement are more interested in deriving strong taste and stimulation from a cigarette and are far less concerned about the health aspects of smoking.<sup>8</sup>

The users of Hong Kong are not classified this way. Is it the right time to develop such multivariate factors for Hong Kong people? The difficulty in doing this lies in the slow development of psycho-sociological research.

"The older the smoker, the more he smokes" still applies to the present situation. Young smokers remain light users. Will they become potential heavy users of tomorrow? The marketer should keep abreast of this situation.

#### How the product is used?

The ways cigarettes are used are:

- (1) Personal usage -- catering to habitual needs.
- (2) Gifts -- This is highly seasonal. One custom of the Chinese people is to present gifts to friends and relatives when festival arises.
- (3) Commercial use -- for example, in barber shops and in offices.
- (4) For social functions, parties and gatherings.

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<sup>8</sup> Shirley Young, "The Dynamics of Measuring Unchange" in Attitude Research in Transition ed. by Russell I. Haley, Marketing Research Techniques Series No. 15, p. 71.



Of course, there are other ways cigarettes can be used, but the satisfaction for personal needs and the use as gifts enable high price brands to occupy a large market share.

#### Behavioural aspects of consumers

Except for the amount of daily usage, there are almost no data on the behavioral aspects of customers. How do the consumers react to advertising and to sales promotion? What are the desires and needs in perceiving product attributes ? Is brand image important to them? These are only a few questions which need to be answered by the industry marketers.

As customer-orientation is emphasized in marketing, the knowledge of customer behavior is urgently necessary, especially in this stage of product maturity. The knowledge of consumers would greatly contribute to marketing decisions if data on consumers are available.

#### Summary of chapter

Promotion, undoubtedly, is the chief tool in marketing cigarette products. It is believed that the product is experiencing the maturity stage and cigarette companies seem to divert attention on target customer groups. As the market situation changes, promotion philosophy has to be altered in accordance.

It is designed to observe the different reactions between different types of Hong Kong cigarette consumers towards promotion. Sales promotion is the "more" consumer-related tools among the various types of promotions. Hence, sales promotion techniques would be the theme of the study.

Before going too deeply into the marketing philosophy, it is better to have a review of what promotion techniques cigarette companies in Hong Kong have been using.

## 2.0 PROMOTIONAL TOOLS USED BY CIGARETTE COMPANIES

As the product has gone through the product life cycle to the stage of maturity, the cigarette business seems to be diversifying. Competition is intense. Government intervention is likely to happen any time in the future. Forseeable environmental changes should not be overlooked while the unpredictable should be clarified as soon as possible. Given this situation, the adjustment and the manipulation of the alternative marketing variables is a necessary requirement for future success.

To change the quality of product is impossible. The formula of ingredients has been fixed for local manufactured brands. For the imported brands, the product features have already been fixed by the overseas manufacturers. Changes related to product confine to the changes in packages, brand names and sizes of sticks. This product research has been under intense study by the cigarette companies at present.

The distribution channels in Hong Kong have already been determined. Cigarette packs are "conveniently" available. The marginal addition of effort on "place utility" does not bring much additional return.

Price has been raised in concurrence with the increase of duties. To raise price would violate the plans of the companies. To lower price is not a suitable strategy for an "expressive product".



People would tend to perceive the degrading of the product if price were to be lowered.

Promotion is therefore the only remaining tool for marketing cigarette products. There are numerous alternations regarding the alternative promotional techniques. Each promotion campaign must be consistent with the company's objectives and resources, and hopefully be acceptable by the customers.

As described by John M. Rathmell, promotion can be divided into five sutypes:

- (1) personal selling
- (2) advertising
- (3) sales promotion
- (4) special forms of promotional communication such as trade show, publicity
- (5) partial promotional materials and programs, which are those that are only communicate persuasively but also advance the marketplace success of the firm through other elements of the marketing mix.<sup>9</sup>

Though promotion takes so many forms, they have one thing in common: sellers want to convey some message concerning their products to buyers so the consumer attitudes towards the product will be enhanced.

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<sup>9</sup> John M. Rathmell, Managing the Marketing Function: Concepts, Analysis and Applications, (John Wiley and Sons, Inc. 1969) pp. 412-22



## 2.1 Importance of Sales Promotion

Sales promotion is appropriate throughout all stages of the product life cycle. "Sales promotion, as a tool of marketing promotion, gives rise to increases in product usage as well as expansion of markets for a product or introduction of a new product."<sup>10</sup>

### Definition

As pointed out by many marketing authors, reinforced by Advertising Age and the Encyclopedia of Management, the most widely used definition for sales promotion today is that defined by the American Marketing Association. It states,

"In a specific sense, those activities other than personal selling, advertising and publicity that stimulate consumer purchasing and dealer effectiveness, such as display shows and exhibitions, demonstrations, and various nonrecurrent selling efforts not in the ordinary routine."

Regarding its uses and advantages, Luick and Ziegler maintained,<sup>11</sup>

"The goals of sales promotion are sales-force merchandising support, trade acceptance, and accelerated answer purchasing . . . Most important, sales promotion can trigger consumer purchases. The premium offered with a product may encourage a consumer to try that product, thus creating new and possibly loyal customers."

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<sup>10</sup> John F. Luick and William Lee Ziegler, Sales Promotion and Modern Merchandising, (McGraw Hill Book Company, 1973) pp. 1-2.

<sup>11</sup> Ibid. pp. 3-4.

They developed with a more concise definition after deducing from its uses and advantages. It reads,

"A direct inducement which offers an extra value or incentive for the product to the sales force, distributors or the ultimate consumers.

"Through motivation and stimulation secures . . . product trial and repurchase and reconversions of lost consumers."<sup>12</sup>

There are evidently two kinds of sales promotion, direct to consumers stimulation and channel-members stimulation. Since the final users are cigarette smokers, it is logical that sales promotion should be directed at the smokers. "Consumer Incentive Promotids" is the term given by Sidney J. Levy when he described these promotion activities aiming at the final customers.<sup>13</sup>

The common techniques of sales promotion used universally include:<sup>14</sup>

- (1) sampling
- (2) demonstration/instruction
- (3) premium offer
- (4) contests

The importance of sales promotion is to induce new customers to purchase, to retain present users and probably to provide goodwill in the consumers' expectation.

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<sup>12</sup> Ibid. p.5

<sup>13</sup> Sidney J. Levy, Promotional Behavior, (Scott, Foresman & Co. 1971), p. 31

<sup>14</sup> John F. Luick and William Lee Ziegler, op. cit., p. 72

## 2.2 Various Sales Promotion Commonly

### Used in Hong Kong

Sales promotion is used as a marketing tool in Hong Kong. This is especially common within the low-price consumers products such as detergents, soaps, soda water and soy sauces. There are a variety of ways in which these techniques are used. Sales promotion usually takes the following three forms within the cigarette industry:

- (1) Contest/lottery/lucky draw
- (2) Onpack offers/giveaway incentives
- (3) Redemption

### Definitions

Lottery/lucky draw/contest:

Marketers have many tasks in the execution of the logistics, for example:

- (a) determine the requirements or proofs for participation
- (b) determine the value of prizes
- (c) determine the number of prizes
- (d) determine the length of contests periods
- (e) determine the ending date for the contest

Consumers are given forms or tickets which they are to return with an empty pack to the cigarette agents. Winners are draw from the lot and are given prizes.

Onpack offers: Consumers are awarded something if they buy a certain number of cigarette packs. The offer is already included with the product when purchased -- an immediate award. For example,



consumers may be given a free brandy sample if they buy one carton of cigarettes.

Redemption: Consumers may collect, say, five empty packs in exchange for gifts or premiums from the cigarette companies; they may have to pay a certain amount of money for the premium, which of course has a value much greater than the sum of money paid by customers.

### 2.3 Contribution of Sales Promotion to Cigarette Business

Sales promotion is important in the way it induces final consumers to use the product. As believed by most marketers, its existence should assist in creating good will for the brand.

However two points must be borne in mind, especially for an "expressive product" such as cigarettes. One is brand image and the other is brand loyalty.

#### Problem of brand image

Just as the lowering of price could lower the image of the brand, extensive use of sales promotion could also create such an effect! Information acquired from other sources suggests that sales promotion is acceptable by consumers in other countries. Would it be different for the Chinese smokers in Hong Kong? Could there be any negative effect as a result of sales promotion? Do people really care about its existence?

Signey J. Levy had listed seven possible negative consumers promot meanings and seven possible positive meanings.<sup>15</sup> Briefly

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<sup>15</sup> Sidney J. Levy, op. cit., pp. 32-35



summarized, the negative meanings are:

- (1) Distress at the organisational level -- "suggest the company is not doing well; . . . losing out in the competitive market; that its products are not well accepted, and the inducements are offered as emergency rescue measures."
- (2) Distress at the product level -- " . . . suggest the product is less popular and less accepted".
- (3) Overstocked product
- (4) A product without much to distinguish it from like products
- (5) A not very highly prized product
- (6) Overpriced product -- " the product is overpriced in the first place"
- (7) Psychological interference with judgment -- " . . . tempt their sense of economy, dangle baubles, lead them to buy more than needed. This can give rise to a considerable amount of mixed feelings about these promotions . . . "

#### Problem of brand loyalty

The desired goal of the mission of sales promotion is to get new purchasers of the product, either new users or users of the other brands. Unlike soft drinks and detergents, cigarette consumers might continue to purchase one brand. They are extremely brand loyal; thus brand switching is out of the question.

Can sales promotion change these habits especially of those consumers who are brand loyal? Would sales promotion be different

from other types of promotional activities in inducing more non-usual buyers to try a new brand?

### Evaluation of sales promotion

Effectiveness is a key-word in evaluation. Effectiveness means doing the right thing. In evaluating marketing effectiveness, the marketer should see if the marketing mixes being manipulated are fulfilling the RIGHT purpose desired by the company.

Usually there are two ways to get information about the effectiveness of the marketing mixes. They are:

- (1) Company's market data (usually quantitative)
- (2) Consumers' data (usually qualitative)

These can be used as feedback knowledge for future marketing decisions.

(1) Company's market data	(2) Consumers data
.change in profit .change in sales figure .change in sales turnover in retailing outlets .change in market share	.consumers' liking .consumer' knowing .consumers' reaction

The market data are quantitative. They can be used as indicators of effectiveness. Their reliability depends a great deal on its availability. Also, the predictability of the information depends on the screening out of all the extraneous variables such as seasonality and competitors' reactions.



The consumers' data are more reliable in the feedback knowledge, since consumers' liking and actions are essential to the increase of profits, sales and the other quantitative measurement yardsticks. However, they are highly qualitative. Provided that with vigorous research -- good sampling and design methodology, the information from consumers can be used for making marketing decisions. In addition, the pitfalls in the marketing mixes could be passed back from the consumers. These are usually not obtainable from the hard quantitative data.

In evaluating sales promotion, there are two levels of effectiveness measurement. They can be summarized by asking the following two questions:

- (1) Are there any better alternatives?
- (2) Which is the best alternate promotion technique?

In other words, the two levels are (a) between categories of promotion, (b) within category of sales promotion.

#### Summary of chapter

Contests, onpack offers, gift incentives are common ways of sales promotion applied in Hong Kong. They are promotion ideas implemented by marketers who assume that promotion techniques ought to bring good results. The extent and the degree to which these promotional<sup>ion</sup> can bring about results are difficult to measure. Market data is only supportive rather than deterministic, since they are post-mortem measurements rather than causal factors. It is therefore suggested to measure the effectiveness in terms of consumers' reaction. This suggestion fits the basic marketing concept: consumer-orientation. Promotional impact on consumers is



voiced back and fed back to the company for evaluation.

This idea is sound; concept correct; but it is almost untried in the marketing history in Hong Kong. Marketing models and theories need to be borrowed into play if research is to be carried out. It is necessary to review the background situation for the study before leaping into an exploratory study.

### 3.0 FROM PHENOMENON TO RESEARCH

It sounds useful to evaluate sales promotion from the consumers' view point, as marketers rarely do this. In evaluating sales promotion influence on consumers, it is useful to express influence in terms of individual learning process. The learning process usually used in marketing is borrowed from the learning theories of psychology. For example, Thomas S. Robertson pointed out that there are a number of schools of thought on the subject of attitude and attitude change.<sup>16</sup> They can be grouped into four approaches:

- (1) information-process approach (by McGuire, 1969)
- (2) structural approach (Kretch, Crutchfield & Ballachey, 1962)
- (3) functional approach (Daniel Katz, 1960)
- (4) salience approach (Achenbaum, 1966)

McCarthy brought out a simpler approach, the AIDA -- Attention-Interest-Desire-Action.<sup>17</sup> Consumers' attitudes are supposed to lie within the boundaries of these four steps. However, the formation of attitude does not solely depend on the influence of marketing actions, but the consumers' readiness to accept, readiness

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<sup>16</sup> Thomas S. Robertson, op. cit., pp. 45-46.

<sup>17</sup> E. Jerome McCarthy, Basic Marketing, (Irwin, Export Edition 4e. 1970) pp. 586-7.

to believe, etc, are also important. For this reason, McCarthy used "the black box" to describe the unknown nature of consumers' behavior.<sup>18</sup> He said that "potential customers are subjected to various stimuli . . . including the marketing mixes of various competitors and an almost infinite number of other potentially influencing factors. Somehow an individual person internalizes some or all of these stimuli . . ." And this unknown formation of attitude and behavior is the consumers' "black box".

### 3.1 Formation of Research Objectives

The following table shows the logic of investigation. It includes (1) the desirable factual information about consumers, (2) the learning process model in marketing, and (3) the goals of the research. Behavioral aspects of consumers are to be inferred from the attitudinal responses:

Desirable facts about consumers	Marketing mode of learning process	Research Goal		
		A I	D	inferred A
perceptive    sense see	attention	attitudes		Action
cognitive    know recall	interest	assumptions beliefs		
affective    like want	desire action	image sensation		Motives

Factual information of attitudinal aspects are collected from consumers through open questions. This study will provide

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<sup>18</sup> Ibid. pp. 189-190.



some insights into the following questions:

- (1) How does sales promotion influence consumers?
- (2) What is the relation between sales promotion and brand image?
- (3) What is the relation between sales promotion and brand loyalty?
- (4) Is it justified to execute sales promotion in Hong Kong?
- (5) What is the consumers' preference on the alternate promotion techniques?

The research is exploratory in nature, for there were few, if any studies in this field before. It demands valid interpretation of data on one hand in addition to reliable measurements on the other hand. It will attempt to provide a balance between having to deal with realistic marketing problems and having to apply the scientific requirements of research methodology. Guidelines for further research will also be suggested.

### 3.2 Overview of Objectives

The objective of this study is to determine the impact of sales promotion on consumer attitudes. More specifically, objectives of the study include:

- (1) To determine the effectiveness of alternate promotional techniques based on consumers' attitudes
- (2) To determine the effect of sales promotion on brand image
- (3) To rank the order of preference of each promotional

technique

- (4) To determine whether brand loyalty dominates over other urges in the consumers' choice

The terms in the above statements will need to be defined operationally. Effectiveness literally means doing the right thing. In order to measure effectiveness, one may have to look at the possible effects that each technique can create. Also, one has to observe whether there is any significant difference in the effect between sales promotion and the other promotional activities.

To study behavioral response is costly and time-consuming. One needs a longitudinal view -- a good record of the behavior of each respondent, within a particular period of time. The consumers' motives, needs, or drives can only be inferred from their behavior. It is not unusual for covert behavior to be misinterpreted.

An alternative method is to study the consumers' attitudinal responses. Malcolm McNiven defined attitude in terms of two categories.<sup>19</sup> "First is simulation, where an attitude is considered to be a simulation of an act to be performed at some later time . . . The second category is the person's position on a very complex or abstract issue which may never actually result in direct behavior." It is most commonly thought of as a "desposition to act".<sup>20</sup>

The attitudinal responses, if carefully collected from consumers can be vigorous indicators of consumers' likelihood to

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<sup>19</sup> Malcolm McNiver, "Attitude and Behavior -- What is This All About?" in Attitude Research Reashes New Heights, ed. by King and Tigert, Attitude Research Committee, American Marketing Association, Marketing Research Techniques Bibliography Series Number 14, pp. 63-70.

<sup>20</sup> Thomas S. Robertson, op. cit., p. 45.



participate. This reflects the effectiveness of sales promotion.

As a result, the revised, operational objectives are as following:

- (1) To record the verbal attitudinal responses from consumers regarding sales promotion in general
- (2) To record the verbal attitudinal responses from consumers in order to determine whether sales promotion provides any change in brand image or not
- (3) To record from the consumers the rank order of each alternative sales promotion technique
- (4) To record verbal attitudinal responses from consumers in order to determine whether or not they would actually purchase the brand being promoted.

### 3.3 Overview of Methodology

In order to acquire reliable data, the research project undertaken will resemble that of motivational research. It attempts to examine consumers' attitudes, assumptions, motives, sensations and images in greater detail. Since these five psychological descriptions of people's conceptions are interdependent, the attitudinal responses from the consumers can be verified in the light of their beliefs and motivation.

The research is of qualitative measurement. Respondents' answers are recorded on tapes. The motivation research, in Westfall and Boyd's term, is semi-structured non-disguised type.<sup>21</sup> The

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<sup>21</sup> Harper W. Boyd and Ralph L. Westfall, Marketing Research, (Irwin, revised ed. 11 printing, 1970), pp. 601-2.



leader guides the approaches to the topics with direct questions. The objective of the panel will be made known. Respondents are not given coded answers: they are free to express their views. Rapport is developed throughout the session.

That it aims at the "why" components of the respondents subtleties is the chief advantage of this type of research. As George H. Smith describes,<sup>22</sup>

"Motivation research seeks to relate behavior to underlying processes such as people's desires, emotions, and intentions . . . focus on what happens inside the persons . . . attention on the whole battery of inner conditions that play a dynamic part in a person's buying or not buying, responding favorably or unfavorably to some communications."

### 3.4 Anticipated Problems and Preventive Measures

Most critics of motivational research would question the validity and the reliability of the research study. A study is valid if it measures with its aims to measure, and if it is truly representing the whole population in the real market situation.

To ensure validity and reliability of the study, two courses of actions are taken. To have valid data, one needs representative sampling groups. Appropriate criteria for quotas will be selected. An optimal group size is to be determined in terms of giving respondents the full opportunity to speak while the

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<sup>22</sup> George S. Smith, Motivation Research in Advertising and Marketing (McGraw Hill, 2nd printing, 1954) p.3.

group is being effectively controlled.

For reliability, an experienced social psychologist is employed to be the leader of the panel. In addition to developing rapport, he is to discriminate and directs the "why" components of consumers' thinking.

#### Summary of the chapter

A lot of difficulties emerge in studies related with human beings.

The present study is an example of exploratory research. To ensure a good beginning, the objectives and methodology need to be defined. These definitions will provide guidelines for implementing procedures for the study. The design for study is documented in detail in the following chapter.

#### 4.0 DETAILED RESEARCH METHODOLOGY

Motivation research is suitable for this study. The respondents' beliefs, assumptions and their value judgment criteria can be projected in the answers when in-depth questions are asked.

##### 4.1 Consumers' Panel

Consumer panels are to be conducted. The panel group method or focus group discussion is selected for the following reasons:

- (1) The panel is appropriate for analytical study of motives and attitudes formation.
- (2) The panel group discussion may pave the way for mapping out those potential customers -- who would react to the promotions -- to be subjects for further study.
- (3) Questions, answers and suggestions from the panel group may help in designing the structural questions for further stages.

The advantages are that the respondents can give spontaneous responses. In addition, the atmosphere is more relaxed and personal. There are, however, some disadvantages which are inevitable. For example, a group member may have a dominant influence over the others; or several answers might have been given at one time which makes it difficult to record responses with clarity.



#### 4.2 Hypotheses -- Profile of the Panel

It is not necessary to determine the hypotheses at this stage of the research program. The scope of those consumers' attitudinal responses which need to be explored includes:

- (1) The effect of promotion on consumers: is there a negative effect; what are the benefits of the promotion to consumers and also to the company sponsoring such promotions?
- (2) What is the level of awareness of these types of promotional techniques?
- (3) Who (what type of personalities) are the participants in promotional activities? What are their characteristics?
- (4) What is the level of brand loyalty and brand switching behavior in relation to promotional techniques?
- (5) In what way do promotional techniques influence the attention and interests of the consumers; what are the problems and difficulties, if any, that make consumers hesitant to participate?
- (6) In the consumers' language, what is the preference order among the alternate promotion techniques?
- (7) Which type of media will reach the consumers?

#### 4.3 Sampling Design

Non-probability sampling is used because the distribution of the smoking population in Hong Kong has not been documented.

Among all types of non-probability sample, quota sampling using "control characteristics" has been chosen, as the control characteristics make generalization of the findings possible.

In the selection of control characteristics, the availability and its representativeness are the major considerations. Peer groups, residential groups, occupations and similar socio-economic variables can comprise the sampling list for the quota, but not at this stage. As a result, demographic factors are used. Age and household incomes are chosen. High-price cigarette consumers may behave differently than low-price cigarette consumers; for this reason, this distinction is used in the control characteristics also. To summarize, the controls for the quota sampling of this exploratory research include:

- (1) Age,
- (2) Household income,
- (3) Cigarette smokers of high- and low-price cigarettes.

Four panel group discussions are to be conducted owing to the limits of time and budget. Each group will contain six to eight members.

## Household Income Per Month

Age	Over \$1,500 (high-price brands)	Under \$1,500 (low-price brands)
Above 35	Group A	Group C
Below 35	Group B	Group D

Respondents were recruited by a market research agency. Those who have not participated in any consumer panels within the last two years are eligible to be selected.

#### 4.4 Method of Data Collection

It is desirable to use close-circuit television for the recording of the panel discussion, so that the playback can help in the analysis of data. Due to financial and technical difficulties, cassette tapes are used to record the verbatim in the discussion, while the sequence of discussion is to be recorded with the assistants' help.

To facilitate the means of data collection, the following resources are to be used:

(1) Assistants

- a) An assistant is to record the discussion, and to take notes of each respondent's answer.
- b) A clerk to serve the respondents with tea and snacks.



(2) Room facilities

- a) A room with ample space to seat ten persons
- b) An one-way mirror on one side of the wall (the assistant can observe the whole group without their notice with the use of the mirror)
- c) A cassette-tape recorder placed just behind the one-way mirror

(3) Illustrative materials

- a) A short questionnaire on life styles
- b) Self-explanatory pictures showing prizes and gift-items; size 2½' x 1½', in color.

4.5 Flow of Questions in Panel

Group Discussion

The topics are divided into seven parts. In each part, the content is detailed and the aims behind are specified. The whole profile is presented in the table form.

TABLE 2

## FLOW OF QUESTIONS IN PANEL GROUP DISCUSSION

	Content	Aims	Remarks
I. Life Styles	Smoking habit Attitudes towards life and way of life	<ul style="list-style-type: none"> <li>.to create a warm up discussion on attitudes to life and to habits</li> <li>.to have a grasp of the respondent's beliefs, likings, and habits</li> <li>.to seek for information of brand loyalty (realed in the worded answers in the questionnaire)</li> <li>.to observe the degree of risk and chance acceptance in the respondents</li> </ul>	Appendix I
II. Foreword	Introduction of objective of panel; gradual bringing out of the three alternate promotion schemes (1) Lucky draw (2) Onpack offer (3) Redemption	<ul style="list-style-type: none"> <li>.to ask for examples, including consumer products and cigarette products</li> <li>.to observe awareness of promotion</li> <li>.to leave a sharp distinction between the nature of advertising and sales promotion</li> </ul>	
III. Image & Promotion	Open questions on (1) benefits promotion brings to consumers; reasons (2) benefits of brands pushing promotions (3) effects on brands if promotion is regular (4) effect on brands not having promotion (5) expectation on high-price brands to have promotion (6) expectation on low-price brands to have promotion	<ul style="list-style-type: none"> <li>.to search for the "why" components of consumers in greater depth</li> <li>.to observe respondents' awareness on sales promotion</li> <li>.to check whether association between brands and their promotions are correct</li> <li>.to collect attitudes on the image: good or bad in the sense of the consumers, the companies, the brands.</li> </ul>	Attitude Study



	Content	Aims	Remarks
III. Image & Promotion ... continued	(7) the need of sales promotion in brands having large market shares (8) the motives of the cigarette companies having sales promotion as observed by the respondents	.to find out if respondents doubt on the act of sales promotion .to find out if there is any negative effect on sales promotion	Image
IV. Brand loyalty & Promotion	Open questions asked: (1) How long did respondents smoke? (2) Do they change often? (3) If brand X offers gifts - and if respondents like the gifts - would they switch to Brand X; why (or why not) (4) What are the respondents' smoking pattern: which brand in the past and which at present; if difference is observed: what makes them change brands? Is change due to sales promotion?	.to observe the "why" component in consumers in regards to their change of brands if they did change .to check whether respondents are really brand loyal .to try to pick up a long view from respondents: to check if loyalty is independent of sales promotion	
V. Determination of order of merits for alternate promotion schemes	(1) Lucky draws prizes a) gold bar, coins, medals b) television sets, washing machines c) motor cycles d) department certificates e) air tickets (value of prizes = \$50,000)	.to make observations on respondents their attention, interest, sensation .to list the order of merits for Lucky Draw	for deduction of motives



	Content	Aims	Remarks
<p>continued ...</p> <p>Questions asked:</p> <p>1) did they see the promotion before?</p> <p>2) did they participate before?</p> <p>3) are they interested in participating:</p> <p>Judgement criteria</p> <p>1) attractiveness of the prizes/the gift items</p> <p>2) arousal of interests</p> <p>3) believability</p> <p>4) easy to take part</p>	<p>(2) Onpack offer gift items</p> <p>a) brandy sample</p> <p>b) ball-pen</p> <p>c) calendar</p> <p>d) pocket diary</p> <p>e) inflatable swimming belts</p> <p>(3) Redemption -- gifts</p> <p>a) inflatable sofa</p> <p>b) photo album</p> <p>c) pokers/cards</p> <p>d) barbecue stoves</p> <p>e) lighters</p> <p>f) ashtrays</p> <p>Assumptions made: respondents would have the same amount of expenditure spent on smoking: which type of sales promotion do they prefer?</p>	<p>.to list the order of merits for onpack offer</p> <p>.to list the order of merits for redemption items</p> <p>.to list the order of merits for the three alternate schemes</p>	
<p>VI. Promotion &amp; Media</p>	<p>Which media best reaches the consumers</p>	<p>.to determine the priorities for media in reaching the consumers</p>	

### Summary of the Chapter

It is decided that the motivation research is to be used as the data collection technique for this study. The reason for choosing motivation research is that it permits in-depth interviews to be conducted in groups. The friendly atmosphere of the participating group can encourage respondents to express their attitudes freely.

In a study on topics like brand image and brand loyalty, tact and care should be emphasized. An outline of the flow of questions is listed in detail before the field interview is conducted.

## 5.0 ANALYSIS AND INTERPRETATIONS

Field work was carried out as planned. Data were collected in notes and tapes.

Findings are presented in table forms, and are shown in Section 5.1; interpretations are made in Section 5.2 and 5.3.

### 5.1 Summary of Findings

The four groups are given alphabetical names A, B, C, and D, in the consecutive order of the discussions held. The control characteristics for the four groups are summarized as follows:

	Household income per month	Age	Brands
Group A	\$1,500+	35+	high-price
Group B	\$1,500+	35-	high-price
Group C	\$1,500-	35+	low-price
Group D	\$1,500-	35-	low-price



TABLE 3

## LOGIC OF INTERPRETATION

RESEARCH

INTERPRETATIONS

COMMUNICATIVE OBJECTIVE	OBJECTIVES AND SCOPE OF RESEARCH	INFERENCES AND ANALYSES
<p>EXPLICIT</p> <p>GET RESPONDENTS' ATTENTION</p> <p>INDUCE PARTICIPATION INTEREST DESIRES</p> <p>IMPLICIT</p> <p>GET RESPONDENTS' ACTIONS: SHIFTING TO THE PROMOTING BRANDS (INCREASE MARKET SHARE)</p>	<p>WERE RESPONDENTS AWARE?</p> <p>WOULD THEY HAVE ATTENTION AND INTERESTS?</p> <p>WOULD THEY PARTICIPATE IN THE ACTIVITIES OR NOT?</p> <p>DID RESPONDENTS SHOW MOTIVES OF JOINING ANY PROMOTION ACTIVITIES</p> <p>ANY PAST ACTIONS AS INDICATORS</p> <p>PROBLEMS INVOLVED      BRAND IMAGE      BRAND LOYALTY</p> <p>factors hindering actions</p> <p>other unknown factors</p>	<p>IF AWARE IF THE ASSOCIATION OF PROMOTION AND BRANDS CORRECT      EFFECTIVE</p> <p>IF NOT ==&gt; INEFFECTIVE IF RESPONDENTS SHOWED INTERESTS AND DESIRES      ==&gt; EFFECTIVE</p> <p>IF CHANGE/SHIFT TO BRANDS BEING PROMOTED ==&gt; EFFECTIVE</p> <p>IF NOT ==&gt; WHY? REASONS ARE TO BE SOUGHT</p> <p>CHECK: WHETHER SALES PROMOTION CAN HELP IN WINNING MORE CUSTOMERS</p> <p>CHECK: ARE THERE ANY OTHER ALTERNATIVES?</p>

## 5.2 Logic of Interpretations

Interpretations are to be as objective as possible.

Because qualitative "measurements" are used in the study, biases and subjective explanations must be avoided.

The one-shot study on consumers' attitude does not permit measurement of attitude changes, especially the changes over time. Consumers' reaction to the promotions and communication materials were inferred objectively from their verbal responses.

### Planned logic of interpretations

The logic of interpretation is important, in ensuring objective interpretations and analyses. The following table shows the planning of interpretation. The table entails:

- (a) communicative objectives of sales promotion
- (b) the scope and objectives of the research; and
- (c) the inferences and analyses from the data.



TABLE 4

SUMMARY OF FINDINGS  
(on three consecutive pages)

Control Characteristics		Promotion and Image	Awareness of the promotional techniques (first response)
Group A	high-price brands HH income \$1,500+ Age 35+	<ul style="list-style-type: none"> <li>.did not think of brand image</li> <li>.were indifferent to h-p and l-p in promotions</li> <li>.did not doubt the brands having promotion; accepted gifts</li> </ul>	<ul style="list-style-type: none"> <li>.were aware</li> <li>.mentioned redemption, but not onpack offers and lucky draw</li> <li>.had most association between and their promotions correct</li> </ul>
Group B	high-price brand HH income \$1,500+ Age 35-	<ul style="list-style-type: none"> <li>.did not think of brand image</li> <li>.thought promotion only found in h-p brands</li> <li>.showed dislikes at some gift items</li> </ul>	<ul style="list-style-type: none"> <li>.were aware</li> <li>.did mention onpack offers because gifts it were easy to get</li> <li>.had correct association between brands and their previous promotions</li> </ul>
Group C	low-price brand HH income \$1,500- Age 35+	<ul style="list-style-type: none"> <li>.did not think of brand image</li> <li>.did not expect l-p brands to run promotion</li> <li>.liked the gift items</li> </ul>	<ul style="list-style-type: none"> <li>.were aware</li> <li>.mentioned onpack offers and redemptions</li> <li>.had some association wrong</li> <li>.gave reasons as not knowing the existence or the procedure of participation</li> </ul>
Group D	low-price brand HH income \$1,500- Age 35-	<ul style="list-style-type: none"> <li>.did not think of brand image</li> <li>.expected h-p brands to have more promotional schemes</li> <li>.quoted some examples of l-p promotions held in the past</li> </ul>	<ul style="list-style-type: none"> <li>.were aware</li> <li>.mentioned all three alternatives</li> <li>.had correct associations</li> <li>.did participate in the past promotion activities</li> </ul>
In general		<ul style="list-style-type: none"> <li>.All these groups were not ready to relate promotion and image</li> <li>.There was no negative effect on brand image if promotions were launched.</li> </ul>	<ul style="list-style-type: none"> <li>.All groups were aware of the existence of promotion techniques</li> <li>.They mentioned onpack offers and redemptions more often than lucky draw</li> <li>.Gp D and Gp A members were active participants in the past</li> </ul>



Brand loyalty and sales promotion	Some life styles characteristics	Respondents' suggestions	Media
<ul style="list-style-type: none"> <li>.were very brand loyal</li> <li>.shifted brands at time, only out of curiosity</li> <li>.were not likely to be influenced by sales promotion</li> </ul>	<ul style="list-style-type: none"> <li>.were price conscious</li> <li>.stressed that gifts should be useful and practical</li> </ul>	<ul style="list-style-type: none"> <li>.suggested some other form of lucky draw (e.g. numbers found within packs)</li> <li>.suggested prizes to be cartons or packs of cigarettes</li> </ul>	Television newspaper
<ul style="list-style-type: none"> <li>.were very brand loyal</li> <li>.were not likely to be influenced by promoties</li> </ul>	<ul style="list-style-type: none"> <li>.were more exposed to advertision and sales promotion</li> <li>.stressed practicability of gifts and chance of winning</li> </ul>	<ul style="list-style-type: none"> <li>.suggested jean as gift items</li> <li>.suggested that they would purchase cartons of cigarette after their pay day</li> </ul>	
<ul style="list-style-type: none"> <li>.were not brand loyal</li> <li>.would shift brands, but confined to l-p brands of similar tastes</li> <li>.were not likely to take part in promotion activities</li> </ul>	<ul style="list-style-type: none"> <li>.were price conscious</li> <li>.thought advertising and sales promotion give rise to price</li> <li>.stressed product taste</li> <li>.did not believe in future gifts</li> </ul>	<ul style="list-style-type: none"> <li>.suggested promoties could be a kind of advertising specialties, which had lasting effect</li> </ul>	television shop-posters
<ul style="list-style-type: none"> <li>.had tendency to shift</li> <li>.were mostly not brand loyal</li> <li>.were likely to be attracted by promotides</li> </ul>	<ul style="list-style-type: none"> <li>.were very price conscious</li> <li>.stressed practicability of gifts and chance to win</li> <li>.were more exposed to advertising and sales promotion</li> </ul>		newspaper horse-racing periodicals
<ul style="list-style-type: none"> <li>.H-p groups were more loyal to brands</li> <li>.L-p groups would shift their brands</li> <li>.Reactions to sales promotion between groups were different</li> </ul>	<ul style="list-style-type: none"> <li>.Most were price conscious (except group B)</li> <li>.Most stressed practibility of gifts</li> <li>.Younger people were more exposed to advertisings</li> </ul>		

Order of Preference	Observations	Problems
Onpack offers -- ballpen calendar Redemption Lucky draw -- gold coins, etc. certificate	.were eager to discuss topics of gifts and prizes .participated more in talking about prizes of lucky draw	.There were many regular smokers of a brand used to have sales promotion
Onpack offer -- calendar Redemption -- Lucky draw -- gold	.mentioned prizes of lucky draw were attractive .were not aroused to participate in the promotions	They were not heavy smokers. Some of them were smokers of a certain brand used to have sales promotion
Redemption -- lighter BBQ stove Onpack offer .were not likely to participate in lucky draw	.were eager to discuss on gift items of onpack offers and redemption .were very eager to participate in promotids because they liked the gifts	These heavy smokers were mostly illiterate
Redemption Onpack offer Lucky draw -- gold,certificate air ticket	.showed attention to all prizes .liked to analyse chance before taking part in sales promotion activities	There was only one heavy smoker within the group
Onpack offer And Redemption Lucky draw is the least preferred, although prizes are attractive	Prizes of lucky draw were attractive to older groups Older groups had greater wishes for the gifts Younger groups were least concerned about prizes and gifts; they liked to analyse chance first	



As illustrated in the diagram, effectiveness is still the key word for interpretation. If respondents showed knowledge and awareness of sales promotion, the first stage of the communicative objective was fulfilled. If respondents showed affection and desires, it could be regarded that the "secondary level" of effectiveness was achieved.

If respondents switched their brands because of sales promotions, the purpose of sales promotions was achieved. If there was no change in the respondents' attitudes and past behaviors at all, then the purpose would be ineffectual. The reasons for not shifting were examined. Was sales promotion a factor in influencing their brand choice? Was it the dominant factor? Could these other factors be overwhelmed by other marketing actions?

#### Necessary definitions

##### Brand loyalty

Thomas S. Robertson considered brand loyalty as "logic in that it reduces ambiguity in decision making and because brand response sufficiently reinforced to result in learned behavior".<sup>23</sup>

Brand loyalty could be the outcome of a functional relationship of marketing mixes, in which sales promotions play a part; that is,

Brand loyalty =  $f(\text{promotion, price, product ...})$

Promotion =  $f(\text{sales promotions, advertising ...})$

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<sup>23</sup> Thomas S. Robertson, op. cit. p. 26.



However, for the reverse, sales promotion is not the function of brand loyalty; it is only a determinant -- a hypothetical determinant only.

For this reason, brand loyalty is not totally mutually exclusive from sales promotion. In the research project, brand loyalty is considered to be an independent factor which has no relations with sales promotions. Represented in the diagram below, it is desired to observe whether the input of sales promotion can have alterations on the consumers' black boxes.

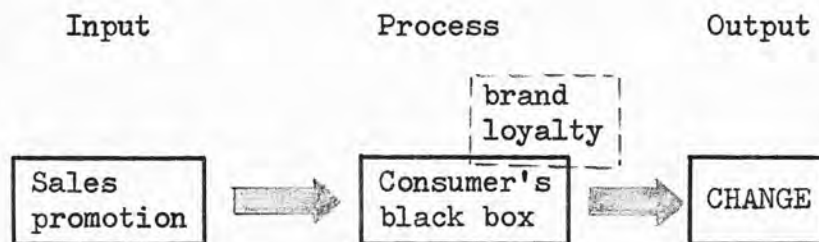


FIGURE 1 INFLUENCE OF SALES PROMOTION  
ON CONSUMERS' BRAND LOYALTY

#### Brand image

Gardner and Levy described brand image as "communication of the product stimulus, by the product itself, or by promotional means, results in a meaning, or cognition to the individual consumer".<sup>24</sup>

Thomas S. Robertson went on to suggest the importance of the communication as "an impact on consumers' symbolic

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<sup>24</sup> Gardner and Levy trans. by Thomas S. Robertson, "Consumer Behavior" (Scott, Foresman & Co., 1970) pp. 18-19.

manipulation".<sup>25</sup>

Sales promotions will help to create brand image. For an expressive product, however, it is postulated that it will have a different kind of effect with promotion. Negative images would be considered to be present in consumers if the following situation arises: showing doubts; possible reasons given could be product quality changes, high-price in the first place, a "trap" to increase profit, stock clearing, and other reasons. Represented on the diagram, sales promotions could either create good image, which brings consumers to use the product, or create bad image, which threatens the usual buyers away.

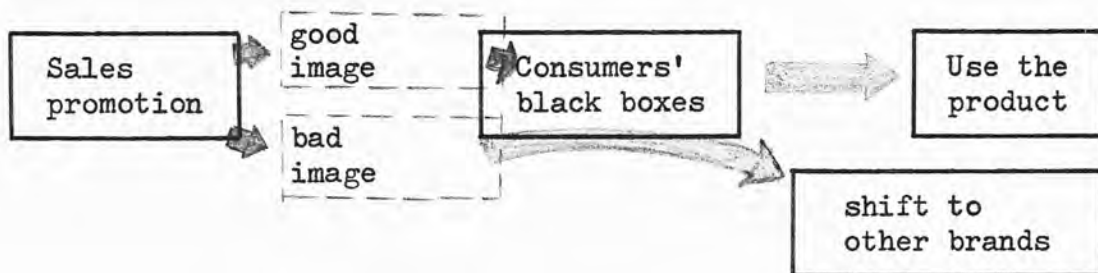


FIGURE 2 INFLUENCE OF SALES PROMOTIONS  
ON CONSUMERS' IMAGES

### 5.3 Discussion of Findings

#### Awareness of promotion techniques

- (1) On the whole, all group members were aware of the existence of promotion techniques. Some said they never care about them.

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<sup>25</sup> Thomas S. Robertson, op. cit. pp. 18-19.

- (2) Of their foremost responses towards promotion techniques, lucky draw was the least mentioned.
- (3) Only the older smokers of low-price cigarette made more mistakes in associating promoting brands with promotion techniques.
- (4) Members of Group A and Group D were more conscious and some of them were active participants of promotion techniques in the past.

It could not be denied that sales promotion techniques could convey the companies' messages to consumers, as the respondents of the four groups could recall there were sales promotions in the past. Therefore, the first stage of the communicative objective was achieved.

Lucky draw was less recognised, possibly because it was rarely used in comparison with the other techniques. Such techniques had been used three or four times in the cigarette business, according to a spokesman of a cigarette company.

That those who smoked low-price cigarettes made more mistakes in associating correct brand-names with their sales promotions can be explained by this reasoning:

- (1) Some of the respondents were illiterate; they might have missed the media carrying the promotion techniques.
- (2) These groups of smokers purchased low-price brands and low-price cigarette brands was not usually promoting this way.



Members of Group A were more conscious of the promotion. This is probably because they were regular smokers of certain brands used to have similar kind of promotions. In addition, they were heavy smokers and hence would possess more empty packs for the participation in the sales promotion.

Members of Group D were more conscious as they liked to collect gifts and premiums. They were also economy-seekers who liked to have larger returns with minimum payments.

Sales promotion and  
brand image

- (1) Most respondents were not aware of the possible effects of sales promotion on brand image. Young men tended to feel that sales promotion could leave positive impressions.
- (2) In the low-price groups, the older smokers did not believe that the low-price cigarettes brands could afford sales promotion, while the younger smokers could name some such techniques used in the past.
- (3) Almost all hesitated to give answers when asked if they had doubts about the sales promotion. They liked the premiums and gifts. Only two members in Group B said that they did not like to carry the gifts items such as knapsacks and inflatable swimming belts because they would look odd while carrying these items bearing the name of the advertisers.

"Minding one's own business" best describes the behavioral characteristics of Hong Kong people. It was no wonder that

cigarette buyers were unconcerned about relating brand images to the marketing actions. They were only concerned about the product quality and features. Sales promotion probably did not change their images of their regular brands.

Smokers of low-price cigarettes did not expect their brands to conduct such promotional schemes. The reason given was that it would be very costly. They assumed promotion activities to be related to the high-price cigarette brands.

Respondents had no doubts about the cigarette companies using these promotion techniques. Hence, according to the definitions, there was no negative effect. However, the premium items like shirts, inflatable swimming belts, knapsack bags bearing the name of the cigarette companies irritated two young high-price cigarette smokers, as they did not want to "advertise" for the cigarette companies. The older respondents were indifferent to this.

It is hard to resolve this controversial point. However, the designers of such premiums should take note of this fact.

#### On brand loyalty and sales promotion

The following steps were taken in order to determine whether a respondent was brand loyal.

- (1) The answer on the six differential scales of the question asked in the life-styles questionnaire, which read as "I do not like to stick to one brand." was checked.
- (2) The replies during the free conversations periods



that followed the filling in of answers to the questionnaire was checked.

- (3) During the open questions period, the verbal responses on whether loyalty depended on other factors than sales promotion was checked.

Those whose answers were consistently towards regular purchasing habit were assigned to be the brand loyalty group.

The findings were:

- (1) Smokers of high-price cigarettes were very brand loyal. Smokers of low-price cigarettes were not loyal to their brands: the older people tended to switch from brand to brand, provided that they were of similar price and taste; while the switching behavior of the younger smokers was not easy to trace.
- (2) Switching brands due to sales promotion techniques was not likely for smokers of high-price brands. The smokers of low-price brands would evaluate the cost incurred and the benefits before they chose to use the promoting brands. However, the older group of the low-price brands was not ready to participate in the promotion.

From the findings, sales promotion techniques in the hope of annexing more customers of other high-price brands were not effective because high-price cigarette smokers tended to remain loyal to their regular brands. However, it "could" be effective for the low-price cigarette smokers, leading them to switch to that



brand. The nature and the value of the gift items were determining factors upon their switching behavior.

#### Order of preference

Order of preference was ranked differently by different groups. In general, the pattern of the order of merit was as follows:

- (1) Redemption
- (2) Onpack offers
- (3) Lucky draw

The favorite items mentioned for the alternate promotion techniques are summarized in the following table:

	Group A	Group B	Group C	Group D
Redemption			lighter BBQ stove	depends on value
Onpack offers	ballpen	calendar		
Lucky draw	gold, cert.	gold		gold, cert., air ticket

- (1) For the gifts of redemption, Group C preferred the lighter and barbecue stove. They liked to acquire these items for their own use, while other groups were indifferent to the alternatives.
- (2) For onpack offers, ballpen and calendar were most favorite items for Group A and B. Young high-price cigarette smokers prefer calendars because they could be used. Ballpen were practical for the elder members.

- (3) All group members gave unanimous reply on their choice of gold bars, coins and medals, for the prize in lucky draw. The reasons given were gold is transferable to money and gold is attractive.

### Observations

Consumers' reactions were observed when the alternate promotion schemes were presented. The excitement and the eagerness to talk about were interpreted as an indication of their sensations towards sales promotion. Subjectiveness in interpretation was avoided as far as possible.

- (1) The older smokers:

In Group A, members were very eager to talk about the lucky draw prizes, while members of Group C were more eager to chat about items on redemptions and onpack offers.

- (2) The younger smokers:

Members of Group B were the least motivated. They did not show any concern for the gifts. Group D showed some interests, but they were more concerned about the costs and the chance to win. The values of the items were also considered.

There was an attitudinal difference between the high-price groups regarding the alternative promotion techniques. As suggested in marketing texts, "the lower income class is not looking ahead towards the future, and cares more about the present." This could probably be the reason for Group C's interests in gift items of



onpack offers and redemption rather than in prizes for lucky draw. Moreover, they did not believe in lucky draw prizes. They reasoned that the lucky draw would cost a vast disbursement of promotion cost and the companies would take a long time to recover the expenditures.

Young high-price groups came across more promotion activities. They had come across more gifts and novelty items. These were, perhaps, the reasons that they did not show an interest when the gift items were presented. Young low-price cigarette smokers tended to analyze each alternative before they participated in the activities. Perhaps youth are more rational in analyzing chance and risk factors before they would take any action.

#### Problems and difficulties of sales promotion

The problems and difficulties cited among the attitudinal responses were:

- (1) Believability (credibility) of prizes in lucky draw for all four groups.
- (2) Procedures of the schemes, especially for Group C.
- (3) Practicability and usefulness of the gift items, for Group A, B, and D.
- (4) Price consciousness and availability of proofs especially for Groups C and D.

In order to convince consumers to participate, a marketer should simplify the procedures and overcome the above difficulties as far as possible.



### Media

Data on media were gathered collectively from the whole group. They were not reliable, as the sample was too small. However, they could be used as references for the marketers; television and newspapers could reach all the group members, though the elder consumers did not care much about advertising in the newspapers.

For the elder smokers of low-price groups, the horse-racing page of the newspaper might appeal to them. They also liked posters at retail shops.

### Life characteristics

Data on life styles characteristics from the questionnaire could not be used for prediction in this research because the sample was too small. The major items are summarized as follows:

	exposure to advert- isements	price conscious	like to analyse chance	stress product taste
Group A		✓		✓
Group B	✓		✓	
Group C		✓		✓
Group D	✓	✓	✓	

### Suggestions

Other opinions are summarised below:

- (1) Carton sales would depend on the pay days. This was true especially among the lower income group.

- (2) Carton sales were dependent on the locality of the supermarket. The nearness would facilitate carton purchase because of convenience.
- (3) Some premium items or advertising specialties could leave good images on consumers from time to time.

#### Summary of Chapter

A framework of interpretation is drafted for analyses. The findings are extracted from records and notes. They are grouped into different discussion topics. Objective comparisons are made, and the following features are highlighted in brief:

- (1) Older smokers responded to the sales promotions, while the younger smokers were less motivated by sales promotions.
- (2) Smokers of high-price cigarettes were more experienced in participating the sales promotion activities; younger ones favored onpack offers; the smokers of low-price cigarettes were observed to be more motivated by the gifts and prizes when they were exposed to them; the older smokers preferred onpack offers and redemption gifts.
- (3) Brand loyalty among smokers of high-price cigarettes dominated their choice of brands. Sales promotion techniques could help in winning more non-regular buyers of a certain brand in low-price cigarettes.
- (4) People were not aware of the negative effect the promotion activities bring to brand images.

- (5) Lucky draw appears to be the least preferred among the three alternatives.
- (6) Difficult procedures, chance, credibility were voiced as problems that made respondents hesitant in participating in the promotional schemes.

What recommendations or insights can be derived from these findings? Are they supportive to the traditional marketing decisions? Are the findings reliable for concrete recommendations? Which part of the result would need further verification? The answers to all these questions are dealt with in the next two chapters.



## 6.0 RECOMMENDATIONS

Recommendations are drawn from the findings. They are grouped into three sections. In Section 6.1, the impact of sales promotion on consumers is discussed. Logistics of sales promotion are recommended in the light of marketing principles and knowledge.

In Section 6.2, the promotion strategy in general is discussed. "Are there any better alternative other than sales promotion?" is the key question. The criteria for evaluating sales promotion in contrasts to other types of promotional activities are discussed.

Section 6.3 concerns a broader concept in the marketing strategies. It includes the discussion of the availability of information about the surroundings in the marketing decision-making process. The values of attitude research and the life-characteristics studies are considered. These ideas were acquired in the course of the study.

### 6.1 Sales Promotion

#### Sales promotion is good

Consumers indicated in this research that there would not be any negative effect on brand image if promotion schemes are conducted. It seems that these schemes should be undertaken or continued as they have before. However, the apathy of the people in Hong Kong should not be taken for granted.

Is it the right moment for cigarette companies to engage in the "promotion war?" First consider the two-persons non-zero sum game theory in economics or statistics. If both parties spend more on the promotion, then the gain for either party will be very diluted. None would get the optimum payoff in the end. Hence caution is necessary in making decisions.

#### Some considerations on lucky draw

It cannot be denied that the lucky draw is attractive because of its valuable prizes. However, people hesitate to participate, partly because the question of chance, and partly because doubt arises in the consumers' mind. For the former, all the companies can do is to allocate the optimum amount of prizes, while assigning attractive value for each prize. The trade-off between quantity of prizes and price of prizes is really a hard-to-decide thing in marketing!

However, for the latter, believability can be ensured. By presenting prizes in television shows, and listing the names of the lucky winners in newspapers afterwards, the public will be ensured that no close relatives of the company staffs have taken part in the contest. A made-known fair game could convince people to participate in similar contests in the future.

#### For high-price cigarette brands

Marketing strategies for high-price cigarettes have to be determined in the light of all other types of available promotion and in the light of the roles played by competitors at present. If the brand did not have any such promotional activities in the past,



there is no need for panic, as the findings indicate only some sectors of people in Hong Kong are fully aware of the promotions. Nevertheless, the future should be considered, especially when advertising on television is not permitted, or when people flock feverishly to redeem the premiums.

For low-price  
cigarette brands

If shifting brands is common in low-price cigarette consumption, "attack" or "defence" could be the strategies. Attacking other low-price cigarette brands by having such promotion tools might be fruitful in the winning of more consumers. However, the cost incurred and the mere short-term effect of these tools should be weighed. The small amount of market share in low-price cigarette consumptions will lead to hesitation in spending so much effort in this way. In "defence", other less costly promotional activities could be used, just to ensure repeat purchase by the loyal buyers.

## 6.2 Promotion Strategy

In a company, evaluation of effectiveness is usually done at two levels, the strategic level and the operational level.

Are there any better alternatives  
other than sales promotion

Strategic promotional activities are assumed to have been selected by top management, so that in the operational level, the executive, given guidelines of the sales promotion, is to implement one alternate promotion scheme. The decision on the most effective technique to be used is dependent on its communicative power -- the AIDA process discussed earlier.



At the strategic level, the marketer is to decide which promotion activity is most effective when given all kinds of promotion. If sales promotion is one of the alternatives, then the question "Is there any better alternative?" requires to be answered. Although any promotional activity would bring some desired effects, which activity would bring the optimum amount of return needs to be evaluated.

#### Criteria for evaluation

The criteria for evaluation are:

- (1) Cost -- cost incurred in the execution of that alternative,
- (2) Reach -- span of influence,
- (3) Frequency -- number of access or exposure by the consumers.

However, besides these three basic factors, the two desired outcomes of the promotional activities should be considered, for they have strong influence on the inputs. They are:

- (4) The term effect on arousing interests of the consumers;  
and
- (5) The return on investment for each alternative based on an actual increase (or a forecasted increase).

#### Outcomes worth considering in evaluation

The long term effect may be described as a retention of consumers' attention and interests. For example, a gift is so treasured or valued by the consumers that they come across it from time to time -- a beautiful ashtray that a consumer would place in

his sitting room. In such a way, the promotional activity can be said to have a longer life.

Increase in sales or profits is only an assumption about the future. It has to be reliable in order to act as a criterion. However, this can be predicted or forecasted fairly accurately with the use of simulation models (such as the Monte Carlo Simulation Model) and econometric models.

#### Manipulation of the three basic factors

With information about the consumers, manipulation of these three factors will provide better sales promotion schemes.

The cost factor is dependent on the Annual Budget of the cigarette companies. However, the budget can be revised yearly to suit the market situation. Reach and frequency sound like advertising. Yet sales promotion has its basic characteristics of advertising, in addition to its ability to create good images among the consumers. In sales promotion, reach is more important and probably is dominant over frequency.

#### A large-scale promotion campaign, which reaches all people

It is effective to launch a promotion campaign with a scale large enough to reach the whole smoking population. It would be influential if consumers retain the message and talk about it with their peers, for peer influence is very important in the acceptance of consumer products.

#### A continuous program of promotion schemes

Implementing a series of well-planned promotion schemes could attract consumers' attention, interests and probably could



lead them to switch to the brands simply through constant persuasion and indoctrination.

The target of promotion should be borne in mind during the decision-making process. Is it the old people, who constitute the larger share of the market that promotion aims at? Is it the young smokers who are the potential heavy users that promotion schemes are directed influence their repeating purchase of that particular brand? Would those who are still switching brands stick to this particular brand once such a continuous program is launched?

The gift items have to suit the target customers' taste. What a loss it would be if the promotion is directed at older people, when gifts items are motor cycles and jeans, which are the favorites for the smaller market segment of youth!

### 6.3 Some Considerations on Marketing Strategy

The discussion topics that follow were developed during the research. They probably could serve as insights for marketing decisions.

#### Life-styles research and market segmentation

In saturated markets such as the cigarette business in Hong Kong, market segmentation is an important concept in determining the marketing policies. The basis for segmentation demands information about the various groups of consumers in the market. The study of life-style characteristics will yield knowledge of the whole cluster of the environmental dimensions of consumers: the peer groups, the



word-of-mouth advertising, the communication span and directions, etc.

However, there have been very few life-style studies conducted in Hong Kong. Attention must be paid to this so as to set more effective strategies in dealing with the changing environment. Moreover, youth -- the potential customers of the future -- have diversified interests in the sophisticated society, and they need to be examined before strategies are determined.

#### Carton sales and onpack offers

Small, inexpensive gifts are often offered "onpack" in carton sales. If carton sales of cigarettes are high, then the onpack offers would probably be the best alternative among the techniques. Although the trend of carton sales is not considered in this research project, it is advisable for the marketer to undergo this kind of study.

Questions about the current market trend are asked. What are the percentage of carton sales in supermarkets and by distributing agents at present? What is the gross profit on sales in cartons? Does it require more incremental cost in sales force? What is the difference in cost and return between the distribution channel to supermarkets and that to other retail outlets? If such knowledge is available, then the marketing manager can use onpack offer, as the most effective communication carrier.

#### Advertising specialties and redemption

Designing good, practical specialty advertising items for consumers is rather urgently needed in Hong Kong. This is needed,

not only in the cigarette business, but also in other low-price consumers products. Prizes like television sets, washing machines and gift items such as ordinary ballpens do not appeal to consumers' taste any more. They fail to motivate the consumers who already have them. Special attractive items, like barbecue stoves, need to be used in promotion for these items last longer. These specialties may also help in creating the "word-of-mouth advertising" among consumers.

#### The word-of-mouth advertising

Gossip among consumers is one of the most effective and persuasive tools in communication. However, as most companies behave, it is not controllable by them. It has been a common phenomenon, but no one has thought of the way to master it. It seems that it can be brought under "more direct" control, provided there is good research analysis on consumers' life-styles.

#### Consumers' orientation

Most cigarette companies can handle the information on product features; but what about the consumers' benefit from the other spectrum of the marketing world?

In the past, market trends are determined by extrapolating past records. The predictive power is related to history. Can the marketing company be more future-oriented, in coping with the environmental change rather than sticking to the past? If it is necessary and beneficial, then information about consumer behavior and collorary data from environment are definitely valuable for future-oriented strategies.

Summary of chapter

Recommendations are threefold. They are:

- (1) the impact of sales promotion on consumers,
- (2) the promotion strategy in general,
- (3) the marketing strategies evaluated in the light of the environmental information.

It is necessary to point out that the present research project is not to be ended here because the scope of the study is too narrow. The findings of the present survey need to be verified, with follow-up studies. Frameworks and guidelines for further research are dealt with in the chapter that follows.



## 7.0 SUGGESTIONS FOR FURTHER RESEARCH

The research so designed concerns only the attitudinal responses from the cigarette consumers. It would not be complete if the motives the cigarette companies have in carrying out the promotion are not known. It would also be more informative if other types of consumers -- especially those of low-price consumer products, like soda water, soy sauce -- are surveyed. This better contrasts the difference between expressive products and utility products -- as consumers in Hong Kong may not assume cigarettes are expressive products.

If supplementary information is sought from cigarette companies and from usual buyers of other low-price products, greater contrasts and comparisons between consumer products can be obtained.

The suggested research topics are divided into two groups:

- (1) Those related to the effectiveness of sales promotion.
- (2) Those related to the effectiveness of marketing strategies in general, as observed from the research findings.

### 7.1 For the Effectiveness of Sales Promotion

#### Verifying the findings of the research

The sample size of the present research is small and the data are qualitative. Though sufficient for exploratory research,

the present methods and findings need to be improved if fairly good predictions are required. This can possibly be done through a formal quantitative methodology, using a larger sample size and more intense field collection.

The sampling frame hence needs to be determined. The variables for comparisons are chosen. From the present research, it is suggested that the same basic demographic factors be used for verification. They are

- (1) Young smokers versus older smokers,
- (2) High household income versus lower household income,
- (3) Those who smoke high-price cigarettes versus those who smoke low-price cigarettes.

The categories within each pair of variables can be broken down into more sub-categories. For example, age can be divided into four groups, from 15 to 25, 26 to 35, 36 to 45, and over 45.

The other factors which can be used for variables in comparisons are

- (4) Heavy users of cigarettes, medium users of cigarettes versus light users of cigarettes.
- (5) White collar smokers versus blue collar smokers.

The method of collection will need to be as quantitative as possible. The procedure of the field work needs to be clear and simple for the field-interviewers. To launch everything as smoothly as possible, the following frame is used for setting objectives, methodology and all the detailed design:



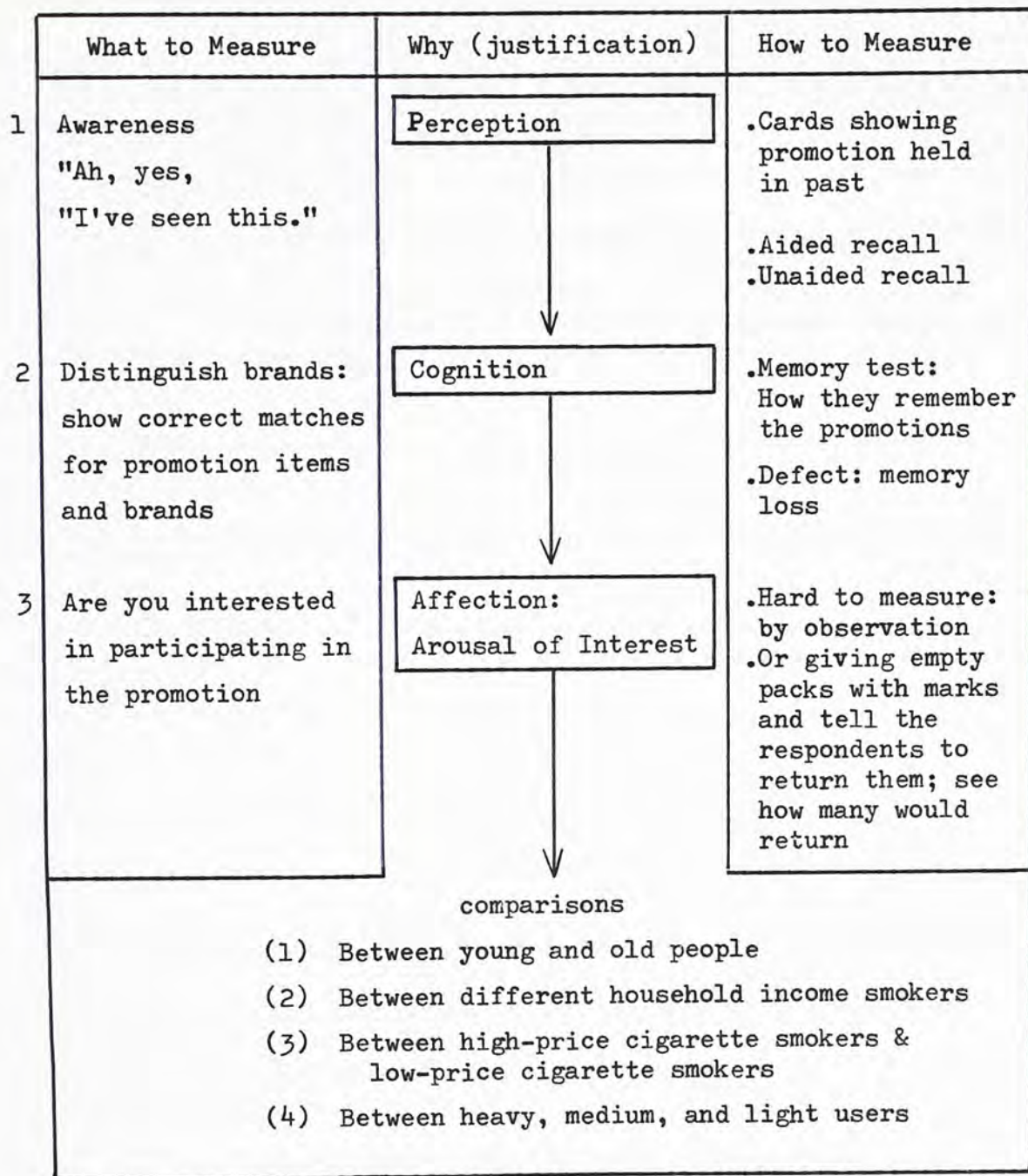


FIGURE 3 SUGGESTED STUDY APPROACH ON VERIFICATION OF PRESENT FINDINGS

An ex post facto design to test promotional effect on sales and attitudes

In this, an actual promotion technique is to be carried out.



Attitude data and market data are collected after the promotion. The attitude data can be collected in three or four stages. A summary is presented in the table below

	Pre-promotion	During promotion	Immediate after promotion	3 months after promotion
Sales	$x_1$	$x_2$	$x_3$	$x_4$
Market share	$y_1$	$y_2$	$y_3$	$y_4$
Inventory turnover (in retailers)	$z_1$	$z_2$	$z_3$	$z_4$

and other  
measuring variables . . .

FIGURE 4 COMPARISON OF MARKET DATA IN  
DIFFERENT STAGES OF PROMOTION

For comparisons, the difference of data between the pre-promotion stage and the stages after can be used as indicators of the effect of sales promotion.

## 7.2 Research Topics Related to the Effectiveness of Marketing Strategies, As Observed From the Findings

### Consumption trend in youth's smoking

Young people in general are the potential heavy users in the future. The cigarette business has reached the maturity stage in its product life cycle. Market segmentation and the manipulation

of actions towards the segments are the essential means to maintain sales volume and market shares. Hence, it is vital to learn more about consumers' characteristics, such as their reaction to market actions and their expected product attributes. This will provide more effective consumer-oriented efforts, which in turn will bring greater benefits to the companies.

Therefore, studies on the young consumers' attitude formation, life styles, reactions towards marketing actions will definitely facilitate marketing decisions.

The framework of research will encompass the following features:

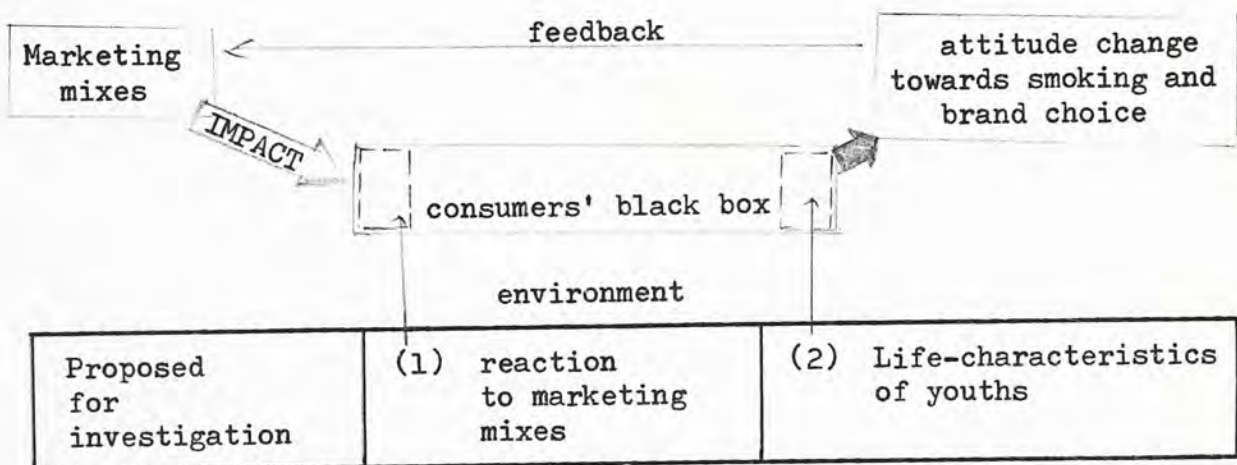


FIGURE 5 RESEARCH FRAMEWORK ON YOUTH'S ATTITUDE TOWARDS SMOKING

### Objectives

Therefore, the objectives for investigation are:

- (1) To determine the impact of the marketing actions on the consumers' attitude towards smoking and brand choice

- (2) To observe the environmental characteristics of the consumers in the influence of their attitudes towards smoking and brand choice

From the diagram, it is just like a recursive model, consisting of two functions:

$$\begin{array}{lcl} \text{Attitude} & & \\ \text{formation} & = & f(\text{environment}) \end{array}$$

$$\text{Environment} = f(\text{marketing actions})$$

#### Methodology

Both quantitative and qualitative measurements are used. Life-styles questionnaires should be used so that the psychographic factors influencing consumers' attitudes can be discovered. The statistical techniques, such as factor analysis and multivariate analysis, can be applied in the interpretation process.

#### Trends in carton sales

Another suggested research topic for marketing strategies is the study of trends in carton sales.

Onpack offer is preferable as the major promotional technique if carton sales increase. Is there any significant carton sales in Hong Kong now? What is the marginal cost in handling one carton and the marginal return the carton will bring? Is there any necessity for the company to have a change in the "place" strategy?

The research method will be divided into two parts:

- (1) Sales control research,
- (2) Consumers' attitude research.



### Sales control research

A sales analysis is taken first. The gross margin for each unit of carton sales is estimated, while the handling cost is evened out to see if the effort on carton sales is justified. Probably, a detailed analysis on the distribution effort will be taken -- by product, by customers, and by the size of order.

### Consumers' attitude research

It is designed to find out: Who are the usual buyers of cartons? How is the product used? Can it be used as a gift item? Does it attract the economy-seekers? Does onpack help the sales of cartons? The answers to all these questions would help determining strategies to the marketing decisions.

## 8.0 CONCLUSIONS

While changes in other marketing features are not influential in the maturity stage of any business, promotional activities become the essential marketing tools for the cigarette business. Today, cigarette companies spend a significant amount of money on promotion.

Sales promotion is one of the promotional tools. The alternate techniques for sales promotion -- namely, lucky draw, onpack offers, and redemption -- are commonly applied by the tobacco companies in Hong Kong. The acceptance of these techniques by the consumers is seldom studied. Which segments are likely to respond to these techniques? Do sales promotions affect the brand image? Does brand loyalty dominate brand choice in the cigarette market? The answers to these questions remain mysterious even to the marketing managers.

The stress in customer orientation in sales philosophy, the change in the governmental-legal and socio-economic environment, the change in consumers' taste -- all suggest studies as to what consumers expect and how they will react to marketing strategies in Hong Kong. It is for these reasons that an attempt in seeking consumers' attitude towards sales promotion is initiated.

An exploratory research study was undertaken, aiming to find out the attitudinal responses towards sales promotion techniques. Motivation research, in the form of panel discussions,

was held. Four panel groups, characterized by age, household income per month, and high-/low-price brands smokers, give their attitudes in well-coordinated discussions.

With careful interpretations, the findings are as follows:

- (1) Older smokers responded to the sales promotions, while the younger smokers were less motivated by sales promotions.
- (2) Smokers of high-price cigarettes were more experienced in participating the sales promotion activities; younger ones favored onpack offers; the smokers of low-price cigarettes were observed to be more motivated by the gifts and prizes when they were exposed to them; the older smokers preferred onpack offers and redemption gifts.
- (3) Brand loyalty among smokers of high-price cigarettes dominated their choice of brands. Sales promotion techniques could help in winning more non-regular buyers of a certain brand in low-price cigarettes.
- (4) People were not aware of the effect promotion activities bring to brand images. They had no negative attitude towards sales promotion.
- (5) Although lucky draw appears to be the least preferred among the three alternatives, it undoubtedly aroused the interests of the respondents in general.
- (6) Difficult procedures, chance, credibility were voiced as problems that made respondents hesitant in participating in the promotional schemes.



In determining the most effective promotional techniques for increasing customers, consideration needs to be given to the target audience, the objectives of the campaign, and the logistics. In determining the most effective promotional activity in generating the greatest return, the factors for consideration include the cost incurred, the reach, the frequency, the term effect and the expected change in sales and change in market share.

Suggestions for further study are summarized into two groups: (a) to improve the prediction of the research findings on sales promotion and (b) to keep track of the market trends. In the former, a formal quantitative research is suggested. In the latter, it would be worthwhile to study the trend of youth consumption in cigarettes and the trend of carton sales.

#### Application of sales promotion in all other low-price consumer products

Sales promotion can be a very good communicative tool if and only if it is applied correctly. By "correctly", it is meant that a promotional technique is capable of bringing benefits to customers on the one hand, and of bringing good product images and market success to the company using the technique on the other.

However, the sector of buyers/users of the product is not necessarily the sector of participants in sales promotion activities. These two segments may not intercept at all. For an effective promotional technique to be determined, the principle of "customer-orientation" cannot be discarded. As it is better to consider the choice of the promotion technique at two levels, the strategic and the operational.

### Strategic level

A good analysis is necessary before the strategy of "selling the product with other products" is taken. The type of people and the behavior of the customers need to be analysed: Who are they? What do they want from the product? Does incentive help in inducing them to purchase more? Does it secure new markets? After such a profile on customers is made, together with brief analyses on the present market, the product nature, and the competitors, strategies can then be determined.

### Operational level

For the former, it is required to determine whether the promotion should be launched. At this level, it is required to choose an effective promotional technique. To choose an effective promotional scheme, several criteria are to be considered. They are the cost incurred, the reach, the frequency, the term effect and the expected performance of the sales promotion.

After all these considerations, an optimal tool is selected among the alternate promotion techniques.

APPENDIX 1

INSTRUCTIONS FOR QUESTIONNAIRES

Here are a number of statements about daily activities

呢度有的關於平時活動同埋態度嘅句子，

and attitudes. For each statement listed, I would like

我想徵求你對每一句嘅意見，同意抑或唔同意。

to know how much you agree or disagree. There are no

每句後面有一至六個答案，由(1)十分同意到(6)十分唔同意。

right and wrong answers. Please feel free to tell me

答案係有所謂啱唔啱嘅，請放心表示你嘅意見。

your opinions. (Answer All Questions)

(必須全答)



		十分同意	很同意	同意	不同意	不很同意	不十分同意	
1.	吸煙對我來說是個好享受 Smoking is a great pleasure to me.	1	2	3	4	5	6	(1)
2.	我的家庭負擔很重 I feel a heavy burden in supporting my family.	1	2	3	4	5	6	(2)
3.	我很少留意報紙上的告白 I rarely watch advertising in newspaper.	1	2	3	4	5	6	(3)
4.	澳門，除了賭錢沒有什麼吸引我 Nothing except gambling attracts me in Macau.	1	2	3	4	5	6	(4)
5.	香港人的生活很忙碌 Life is very busy in Hong Kong.	1	2	3	4	5	6	(5)
6.	有新牌子的煙出的時候我都會試下 I shall try the new brand when it's out.	1	2	3	4	5	6	(6)
7.	在交際場合裡，吸煙是少不免的 Smoking is inevitable in social gatherings	1	2	3	4	5	6	(7)
8.	我很留意我的消費 I am very watchful at my consumptions.	1	2	3	4	5	6	(8)
9.	星期日我常會和家人在一起 I usually stay with my family on Sundays.	1	2	3	4	5	6	(9)
10.	朋友給我什麼煙，我都會食完 I'd smoke whatever brand my friends offer me.	1	2	3	4	5	6	(10)
11.	公司大減價，我也會去買番些嘢 I shall go buy somethings when there's Sales.	1	2	3	4	5	6	(11)
12.	打麻雀是衛生娛樂 Playing marjong is a healthy game.	1	2	3	4	5	6	(12)
13.	工作對我來說是件苦事 Work, to me, is very unpleasant.	1	2	3	4	5	6	(13)
14.	麻雀王比賽。是個很好的宣傳手法 "Marjong King" is a very good promotion method.	1	2	3	4	5	6	(14)
15.	香煙廣告對我沒有影響 Cigarette advertisings leave no effect on me.	1	2	3	4	5	6	(15)
16.	電視節目是我生活的一部分 Watching TVs is part of my daily life.	1	2	3	4	5	6	(16)
17.	我的朋友多數吸食上價煙 My peers used to smoke high-price cigarettes.	1	2	3	4	5	6	(17)
18.	人生對我來說很有意義 Life, to me, is full of meaning.	1	2	3	4	5	6	(18)
19.	我喜歡到外地旅行 I'd like to go visit areas outside H.K.	1	2	3	4	5	6	(19)
20.	我唔想淨食一種牌子的煙仔 I don't want to stick to one brand of cigarette.	1	2	3	4	5	6	(20)
21.	我與我的同事很合得來 I can get along with my colleagues in a friendly way.	1	2	3	4	5	6	(21)
22.	我每天大概吸食_____支煙仔 Every day, I smoke _____ pieces of cigarettes.							(22)
23.	我的年歲在 ( <input type="checkbox"/> 35歲以下, <input type="checkbox"/> 35歲以上 ) My age is ( _____ below 35, _____ above 35 )							(23)



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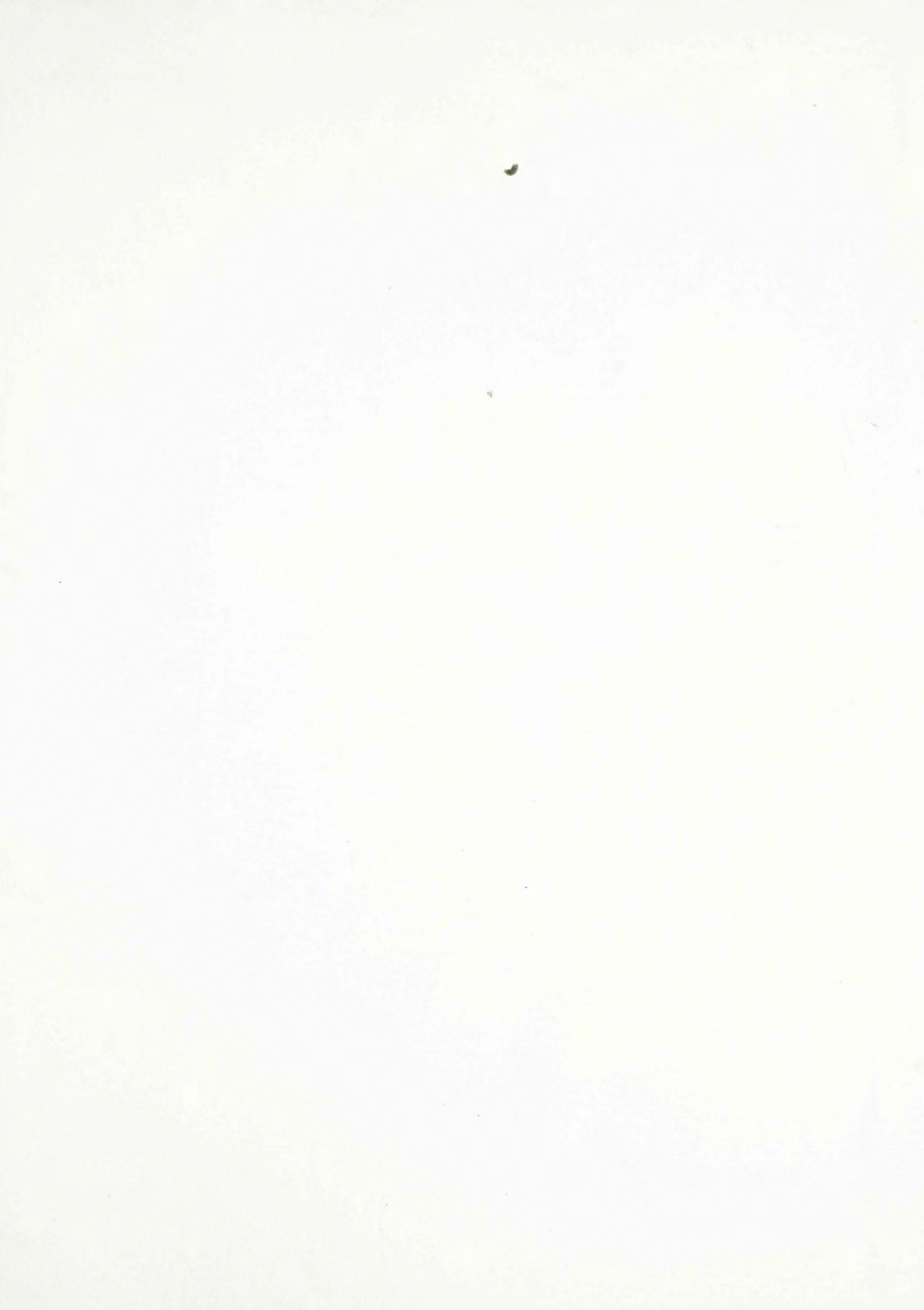
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